

FACT-FILE

Earned Degrees Conferred in 1981-82 by U.S. Colleges and Universities

Public institutions

	Bachelor's degrees			Master's degrees			Doctor's degrees		
	Men	Women	Total	Men	Women	Total	Men	Women	Total
Agriculture, natural resources	13,961	6,335	20,296	2,970	986	3,956	914	149	1,063
Architecture, environmental design	5,336	2,169	7,505	1,537	731	2,268	34	13	47
Area studies	345	656	1,001	232	192	424	20	22	42
Biological sciences	13,931	11,314	25,245	2,668	1,806	4,474	1,915	702	2,617
Business, management	84,052	55,470	139,522	18,799	7,575	26,374	490	95	585
Communications	10,746	14,014	24,760	881	989	1,870	104	45	149
Computer, information sciences	9,614	5,228	14,842	1,959	759	2,718	148	15	163
Education	19,331	58,466	77,797	19,737	49,927	69,664	2,907	2,626	5,533
Engineering	52,977	6,632	59,609	10,472	982	11,454	1,569	82	1,651
Fine, applied arts	8,513	14,900	23,413	2,370	3,022	5,392	229	178	407
Foreign languages	1,368	4,295	5,663	393	952	1,345	145	157	302
Health professions	6,850	33,764	40,614	2,329	8,088	10,417	399	276	675
Home economics	774	14,535	15,309	165	1,777	1,942	62	167	229
Law	238	227	465	348	62	410	3	—	3
Letters	8,401	14,472	22,873	2,028	3,521	5,549	538	493	1,031
Library science	32	233	265	557	2,682	3,239	24	39	63
Mathematics	4,033	2,967	7,000	1,336	703	2,039	373	64	437
Military sciences	259	21	280	48	1	49	—	—	—
Physical sciences	11,134	3,617	14,751	3,210	838	4,048	1,926	291	2,217
Psychology	8,606	16,931	25,537	1,744	2,195	3,939	824	617	1,441
Public affairs, services	10,176	15,421	25,597	4,608	6,545	11,153	112	94	206
Social sciences	32,547	26,257	58,804	4,556	2,761	7,317	1,296	476	1,772
Theology	5	—	5	—	—	—	—	—	—
Interdisciplinary studies	12,606	12,806	25,412	1,083	1,171	2,254	154	102	256
All fields	315,745	320,730	636,475	84,030	98,265	182,295	14,186	6,703	20,889

Private institutions

	Bachelor's degrees			Master's degrees			Doctor's degrees		
	Men	Women	Total	Men	Women	Total	Men	Women	Total
Agriculture, natural resources	482	251	733	144	63	207	11	5	16
Architecture, environmental design	1,489	734	2,223	705	354	1,059	24	9	33
Area studies	557	951	1,508	148	178	326	35	21	56
Biological sciences	8,823	7,571	16,394	758	642	1,400	739	387	1,126
Business, management	47,047	29,248	76,295	25,560	9,494	35,054	215	57	272
Communications	4,171	5,291	9,462	697	760	1,457	32	19	51
Computer, information sciences	3,604	1,821	5,425	1,666	551	2,217	82	6	88
Education	5,054	18,212	23,266	6,034	17,406	23,440	1,042	1,101	2,143
Engineering	17,922	2,474	20,396	5,839	646	6,485	927	58	985
Fine, applied arts	6,306	10,703	17,009	1,496	1,858	3,354	151	112	263
Foreign languages	1,026	3,152	4,178	216	447	663	97	137	234
Health professions	3,255	19,784	23,039	1,677	4,409	6,086	104	146	250
Home economics	242	2,321	2,563	36	377	413	11	7	18
Law	178	203	381	1,162	321	1,483	17	2	19
Letters	7,585	10,235	17,820	1,098	1,579	2,677	377	273	650
Library science	11	31	42	242	1,025	1,267	7	14	21
Mathematics	2,560	2,039	4,599	485	203	688	214	30	244
Military sciences	3	—	3	—	—	—	—	—	—
Physical sciences	6,732	2,569	9,301	1,108	358	1,466	909	160	1,069
Psychology	5,017	10,477	15,494	1,465	2,387	3,852	694	645	1,339
Public affairs, services	3,777	5,054	8,831	3,677	4,558	8,235	133	90	223
Social sciences	22,784	18,400	41,184	2,882	1,752	4,634	944	349	1,293
Theology	4,456	1,537	5,993	2,650	1,414	4,064	1,185	103	1,288
Interdisciplinary studies	4,538	5,846	10,384	1,757	967	2,724	88	49	137
All fields	157,619	158,904	316,523	61,502	51,749	113,251	8,036	3,780	11,816

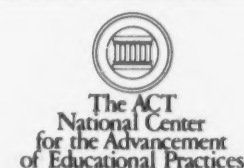
All institutions

	Bachelor's degrees			Master's degrees			Doctor's degrees		
	Men	Women	Total	Men	Women	Total	Men	Women	Total
Agriculture, natural resources	14,443	6,586	21,029	3,114	1,049	4,163	925	154	1,079
Architecture, environmental design	6,825	2,903	9,728	2,242	1,085	3,327	58	22	80
Area studies	902	1,607	2,509	380	370	750	55	43	98
Biological sciences	22,754	18,885	41,639	3,426	2,448	5,874	2,654	1,089	3,743
Business, management	131,099	84,718	215,817	44,359	17,069	61,428	705	152	857
Communications	14,917	19,305	34,222	1,578	1,749	3,327	136	64	200
Computer, information sciences	13,218	7,049	20,267	3,625	1,310	4,935	230	21	251
Education	24,385	76,678	101,063	25,771	67,333	93,104	3,949	3,727	7,676
Engineering	70,899	9,106	80,005	16,311	1,628	17,939	2,496	140	2,636
Fine, applied arts	14,819	25,603	40,422	3,866	4,880	8,746	380	290	670
Foreign languages	2,394	7,447	9,841	609	1,399	2,008	242	294	536
Health professions	10,105	53,548	63,653	4,006	12,497	16,503	503	422	925
Home economics	1,016	16,856	17,872	201	2,154	2,355	73	174	247
Law	416	430	846	1,510	383	1,893	20	2	22
Letters	15,986	24,707	40,693	3,126	5,100	8,226	915	766	1,681
Library science	43	264	307	799	3,707	4,506	31	53	84
Mathematics	6,593	5,006	11,599	1,821	906	2,727	587	94	681
Military sciences	282	21	283	48	1	49	—	—	—
Physical sciences	17,866	6,186	24,052	4,318	1,196	5,514	2,835	451	3,286
Psychology	13,623	27,408	41,031	3,209	4,582	7,791	1,518	1,262	2,780
Public affairs, services	13,953	20,475	34,428	8,285	11,103	19,388	245	184	429
Social sciences	55,241	44,657	99,898	7,438	4,513	11,951	2,240	825	3,065
Theology	4,461	1,537	5,998	2,650	1,414	4,064	1,185	103	1,288
Interdisciplinary studies	17,144	18,652	35,796	2,840	2,138	4,978	242	151	393
All fields	473,364	479,634	952,998	145,532	150,014	295,546	22,224	10,483	32,707

Selected professional degrees

	Public institutions			Private institutions			All institutions		
	Men	Women	Total	Men	Women	Total	Men	Women	Total
Chiropractic	—	—	—	2,157	469	2,626	2,157	469	2,626
Dentistry	2,674	460	3,134	1,793	335	2,128	4,467	815	5,282
Law	9,177	4,563	13,740	14,788	7,463	22,251	23,965	12,026	35,991
Medicine	7,352	2,354	9,706	4,515	1,593	6,108	11,867	3,947	15,814
Optometry	327	103	430	562	118	680	889	221	1,110
Osteopathic medicine	285	79	364	575	108	683	860	187	1,047
Pharmacy	174	154	328	191	106	297	365	260	625
Podiatry, podiatric medicine	—	—	—	535	63	598	535	63	598
Theological professions	—	—	—	5,817	1,084	6,901	5,817	1,084	6,901
Veterinary medicine	1,222	667	1,889	70	149	219	1,301	737	2,038

SOURCE: NATIONAL CENTER FOR EDUCATION STATISTICS



Campus Programming for the 80s: Toward Success and Quality

Conference Series 1983-84

Location
and Date

Conference Topic

Albany

Mar. 12-13, 1984
May 1-2, 1984
May 2-3, 1984
May 4, 1984

Promotional Techniques and Practices for Recruiting Adults
How to Succeed with Academically Underprepared Students
Achieving Excellence in Academic Advising
What Works with Exploratory/Undecided Students

Atlanta

Jan. 31-Feb. 1, 1984
Feb. 1-2, 1984
Feb. 3, 1984
Feb. 22-23, 1984
Feb. 24, 1984

How to Succeed with Academically Underprepared Students
Achieving Excellence in Academic Advising
What Works with Exploratory/Undecided Students
Evaluating, Developing, and Promoting General Education
Mobilizing a Campus-wide Retention Effort

Chicago

Feb. 14-15, 1984
Feb. 15-16, 1984
Feb. 17, 1984
May 7-8, 1984

How to Succeed with Academically Underprepared Students
Achieving Excellence in Academic Advising
What Works with Exploratory/Undecided Students
Promotional Techniques and Practices for Recruiting Adults

Dallas

Jan. 17-18, 1984
Jan. 18-19, 1984
Jan. 20, 1984
Feb. 7, 1984

How to Succeed with Academically Underprepared Students
Achieving Excellence in Academic Advising
What Works with Exploratory/Undecided Students
Mobilizing a Campus-wide Retention Effort

Los Angeles

Feb. 8-9, 1984
Feb. 10, 1984
Feb. 10, 1984
Mar. 7-8, 1984
Mar. 9, 1984

Evaluating, Developing, and Promoting General Education
Mobilizing a Campus-wide Retention Effort
How to Succeed with Academically Underprepared Students
Achieving Excellence in Academic Advising
What Works with Exploratory/Undecided Students

Orlando

Feb. 21, 1984

Mobilizing a Campus-wide Retention Effort

San Francisco

May 10-11, 1984

Promotional Techniques and Practices for Recruiting Adults

Washington, D.C.

Feb. 7-8, 1984
Feb. 8-9, 1984
Feb. 10, 1984
Mar. 15-16, 1984

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Achieving Excellence in Academic Advising
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Side-lines

The question of whether college athletes should be considered employees of their universities was the topic of discussion last week on the "Phil Donahue Show," a popular morning television program.

Appearing with Mr. Donahue was Ernest Chambers, a Nebraska State Senator, who has introduced bills that would declare that all football and basketball players at major state universities are employees. Should his bill pass, athletes would be paid for their services and would not have to enroll as students.

"We are living in a fantasy world," Mr. Chambers said, "pretending that big-time athletes are being educated." Many athletes, he said, are brought to a university only to bring money to the institution by playing football, and should therefore be paid outright.

The television audience booed Mr. Chambers's views several times, and apparently agreed with the other participants on the show, John L. Toner, president of the National Collegiate Athletic Association, and G. E. (Bo) Schembechler, football coach at the University of Michigan.

"I'll tell you right now that we are not going to pay the players," Mr. Schembechler said. "This evil—big-time football—has generated enough revenue to give scholarships to men and women in all sports," he added. "It's how we use the money that's important, as well as the positive effect that the experience has had on those who played."

Jerry Tarkanian, the colorful and controversial basketball coach at the University of Nevada at Las Vegas, lashed out at his critics and speculated about his future employment possibilities in a recent interview with the *Washington Post*.

His basketball program at Las Vegas was placed on probation in 1977 by the National Collegiate Athletic Association. Another of his programs, at California State University at Long Beach, got probation in 1975.

"You know, people talk about our program, say bad things about me, call us names all the time," he said.

"The N.C.A.A. came after me and they got me. I'm not saying we didn't break rules, but we didn't do one-hundredth of the things U.C.L.A. or U.S.C. were doing. I've never paid a kid to come here, never. I've lost kids [potential recruits] because they got bought. You ask any player I've ever had—not the ones here now because they'll lie for you—ones who are out of the program five, six, seven years. Ask them if we paid them."

He added: "Our program isn't totally straight now; you couldn't be and have any kind of relationship with your players. The rules are so strict now, you take a kid to a movie, to a game, to dinner, anything, it's a violation."

He loves his current job, Mr. Tarkanian said, "but if I ever get out of coaching, I know what I'd do. I'd take over the N.C.A.A. enforcement division and go after all the coaches who cheat like hell. I'd go after the hypocrites first. Of course, that would be about 80 per cent of them."

Athletics

Physicians Fear Athletes May Misuse Synthetic Human Growth Hormone

By KIM McDONALD

Sports officials concerned about the misuse of anabolic steroids and other "performance enhancing" drugs may soon be faced with another potentially dangerous and controversial substance: synthetic human growth hormone.

Melvin M. Grumbach, chairman of the pediatrics department at the University of California at San Francisco, has conducted clinical trials on the hormone. He said in an interview that he has received telephone calls from parents requesting treatments to accelerate the growth of their short, but otherwise normal, children.

Dr. Grumbach warned that indiscriminate use of the new drug by physicians, who may be pressured by parents to make their children "bigger or more competitive," could unknowingly expose these children to medical dangers.

The requests followed a report, recently published by Dr. Grumbach and his colleagues in the *New England Journal of Medicine*, which showed that the hormone was capable of increasing the growth rate of normal children.

One boy who recently called, Dr. Grumbach said, asked to be treated because he was 5 feet 7 inches tall and needed extra height to play basketball.

"I can hold them off," Dr. Grumbach said, adding that he has turned down such requests. "But can the local physicians hold off?"

He said he was particularly troubled by reports that parents in Texas have held their children back in school to increase their chances of playing on football squads, noting that the same reasoning could result in numerous requests to treat normal children with the growth hormone, even though the side effects of the drug are not known.

'Unknown Effects'

"I'm concerned about a lot of unknown effects" of the hormone on normal children, he said, and the danger that if people discover that a small amount of hormone can produce a desirable effect, they will conclude that a lot is better. "There's always a temptation to give more and more."

He warned that excessive amounts of the growth hormone could possibly cause a mild diabetic condition, impaired nerve function, and acromegaly—the abnormal enlargement of skeletal features, such as the jaw, nose, or fingers.

"Before touting this," added Dr. Grumbach, "we should know right from the start

about the effects of indiscriminate use of growth hormone."

Despite those warnings, researchers knowledgeable about drug use by athletes believe that some will misuse the hormone when it is approved by the U.S. Food and Drug Administration and made available to physicians by drug companies.

William N. Taylor, a Florida sports physician who hopes to convince U.S. athletic governing bodies to ban the drug, warned that "body builders, runners, and strength athletes of all types are becoming more interested in this hormone."

"Human growth hormone, if injected repeatedly into normal children with athletic potential, will change both the athlete and the whole arena of athletics," he told a recent meeting of the American Medical Joggers Association. "What it does . . . is frightening enough to be considered a crisis by many."

Sports-medicine researchers said some weight lifters and body builders in this country recently have begun taking a growth hormone called somatotropin, after hearing reports that it can increase muscle size.

David Pearson, a graduate student at Ball State University who has studied the

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Television Ratings of College Football Hit All-Time Low

By N. SCOTT VANCE

Television ratings for college football games hit an all-time low this year, causing college officials and broadcasters to speculate on how to prevent further decline.

The drop in popularity of college games is part of an overall decrease in recent ratings for all televised sports events, and is attributed by many to a dramatic increase in sports programming, especially on cable TV.

With more televised events to choose from, many observers say, viewers are simply less likely to watch college football, or any other individual sports program.

The average rating for college football games during the regular season dropped from 10.7 in 1982 to 9.8 in 1983. The rating is the average percentage of television sets in the United States that were tuned to college football when it was being broadcast.

Of the television sets actually in use at the time of college football broadcasts, 26 per cent were tuned to the college games. In 1982, the "share," as that figure is called by broadcasters, was 28 per cent.

Preliminary ratings for some major bowl games were also lower this year than last, network officials reported. The preliminary ratings, however, are considered by some in the industry to be relatively unreliable indicators of a sports program's popularity.

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Caltech Pranksters Score in the Rose Bowl



PASADENA, CAL.

The football team from the California Institute of Technology wasn't playing in last week's Rose Bowl, but the institution's name appeared on the scoreboard nonetheless, thanks to two enterprising Caltech undergraduates.

Ted Williams and Dan Kegel, seniors at the institute, worked 15 months to develop a radio system to control the scoreboard. Operating from a nearby hillside, they directed the board during the fourth quarter to substitute "Caltech" and "MIT" (for Massachusetts Institute of Technology) for the abbreviated names of the true contestants, the University of California at Los Angeles and the University of Illinois.

Before the game, Mr. Kegel had submitted the project for academic credit. Stanley Bacon, lecturer in electrical engineering, says he'll get it, and adds that it was more elaborate than projects done by other students.

Mr. Kegel originally told Mr. Bacon that their system was designed to provide remote control of the electronic boards used to report stock prices.

"Mr. Bacon didn't know about the prank until just before the game, when Dan Kegel telephoned to tell him to be sure to watch the Rose Bowl to see how his project worked," according to Winifred Veronda, a Caltech spokesman.

U.C.L.A., not Caltech, won the game, by a score of 45-9.

—N.S.V.

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Misuse of Hormone Feared

Continued from Preceding Page
use of steroids and other drugs by athletes, said that, even though the body builders he has interviewed must pay as much as \$200 for each injection and have discovered that the drug produces "gross disfigurement," they continue to use it. "They really felt it was the ticket," he said.

Somatotropin causes cartilage tissue to grow and produces a slight increase in muscle mass, but it also enlarges joints and creates a "Neanderthal effect" in the facial features of those who regularly use the drug, he said.

"A lot of these people just don't care," he added. "We're dealing with a strange type of athlete who has become so preoccupied with muscle mass and growth that he is really willing to do just about anything."

Human growth hormone, which is extracted from the pituitary glands of human cadavers, has been used for decades to treat dwarfism, but has been available in limited amounts. This natural hormone is regulated and distributed in the United States by the National Hormone and Pituitary Program at the University of Maryland medical school.

Recent developments in genetic engineering have allowed scientists to produce more than enough synthetic human growth hormone to treat children suffering from dwarfism. But the additional supply is forcing physicians to decide if the treatment should be extended to others.

Because of the great potential for harm to children by the indiscriminate use of the hormone, Dr. Grum-

bach said he and other researchers have spoken at meetings of the American Academy of Pediatrics and other professional groups in an attempt to alert physicians and the public about the potential dangers posed by widespread use of the hormone.

"Is it ethical to provide growth hormone to kids who are 5-foot-4 to make them 5-foot-8?" asked Mortimer B. Lipsett, director of the National Institute of Child Health and Human Development.

Because the hormone treatment now costs \$17,000 to \$18,000 per year and requires giving a child injections three times a week, Dr. Grumbach said medical professionals will have to decide whether it should be reserved for those who really need it. Insurance companies, he added, will also have to decide whether they should pay for treatments for "children who are not sick."

Recommended Restrictions

While F.D.A. officials said they could not say when the agency is likely to approve the synthetic hormone or what type of restrictions it will place on the drug, one official there said it probably will recommend initially that physicians prescribing the drug restrict its use to patients suffering from pituitary-gland deficiencies.

"Beyond that, there is a lot of latitude for doctors to use drugs for other than prescribed uses, and the F.D.A. doesn't interfere with them," he said.

Some researchers say they believe the high cost of the hormone treatments and pressure on physicians to

limit the drug to prescribed uses will prevent widespread abuse.

In addition, said Henry I. Miller, a medical officer for the F.D.A., researchers may eventually find that the use of the hormone in normal individuals will only accelerate growth, and will not "overcome a genetic predisposition to be short."

But if some athletes or others believe they can receive any benefit at all from a restricted drug, Mr. Pearson of Ball State said, they will misuse it, even though it may be costly, difficult to obtain, and dangerous.

In a 1981 survey of athletes who use steroids, Mr. Pearson said he found that only 36 per cent obtained the drug (which is legally available only by prescription) from physicians. The others had received it from pharmacists, athletic trainers, and other sources, such as athletes who buy steroids legally in Europe and Mexico.

While the widespread misuse of steroids has presented a thorny problem for sports officials, Mr. Pearson said the potential for serious medical harm from misuse of synthetic human growth hormone is much greater, because the effects would be irreversible, and the drug would be used on children.

"There are certainly going to be individuals who will want to turn their kids into giants," he said.

"Sports officials may be slow to react to the possible abuse of human growth hormone or they may be unable to slice through the system to halt the use of it by athletes," Dr. Taylor wrote in his recently-published book, *Anabolic Steroids and the Athlete*. "College and professional athletics is 'big business' and the inhibitions of today's athletes are generally low."

Television Ratings of College Football Drop

Continued from Preceding Page
ularity. The final ratings for the games are expected to be announced this week.

The N.C.A.A.'s football television committee meets this month and next, and members say they will try to find ways to stave off further drops in ratings.

Joseph L. Kearney, commissioner of the Western Athletic Conference and a member of the N.C.A.A. committee, said the panel needs to do more research to find the precise reasons for the decline.

It is difficult for the committee to plan future changes in the way games are broadcast, he added, because the current system of televising football is jeopardized by a lawsuit now before the Supreme Court.

The Universities of Georgia and Oklahoma have challenged the N.C.A.A.'s control of broadcasting college football as a violation of antitrust law. The Court is expected to hear arguments in that case early this year.

'No Single Theory'

The universities are seeking the right to negotiate their own contracts for televising games involving their teams. Currently, all members of the association are required to take part in its television plan.

It is unclear, however, what type of system would develop if the justices agreed with the two universities. Some predict that more institutions than ever would have their games televised, and that it would further depress the ratings. Others say that the N.C.A.A. or another group could devise a new system to

control the number of games televised that would not violate antitrust law.

"There is no single theory" to explain the decrease in college football's popularity, said Donn Bernstein, media coordinator for ABC-TV. "I think you'd have to look at a number of things to explain it."

But Mr. Bernstein agreed that there was a glut of sports programming, and said that the networks might in the future decide to "streamline" their sports programming by cutting the number of games to keep ratings on individual shows from falling.

That won't happen, however, until the current contracts between the N.C.A.A. and the networks either expire (which they are scheduled to do

after the 1985 season) or are struck down by the Supreme Court. Those contracts dictate the number of games to be televised each season.

Still, the networks could make some changes as early as next year, said Mark Carlson, a spokesman for CBS-TV. "I would not be surprised if there were some changes made," he said, "but it's too early to tell what they might be."

"When you really look at it," he added, "it was the games shown in prime time that helped pull down the overall ratings." The major networks showed two games this year during prime time, which refers to the evening hours.

That could lead networks to stop showing as many, or any, games during prime time next season, he said.

NCAA Contract Blamed

Charles M. Neinas, executive director of the College Football Association, cited two reasons for the drop in ratings, and said both were caused by the N.C.A.A.'s current contracts with broadcasters. The C.F.A. consists of 60 institutions with some of the most prestigious football programs in the country. Many of its members support the lawsuit against the N.C.A.A.

First, Mr. Neinas said, the contract requires the networks to broadcast games early in the day, hours during which there are relatively few television sets in use.

A second reason, he said, is that the contract requires the broadcasters to televise games between less prestigious teams and limits the number of games they may broadcast between powerful teams.

The TV Audience for College Football

Year	Average number of homes	Share of audience
1966	7,400,000	37%
1969	8,200,000	36%
1970	8,300,000	36%
1971	8,700,000	36%
1972	8,600,000	35%
1973	8,000,000	34%
1974	8,200,000	33%
1975	9,200,000	35%
1976	10,040,000	37%
1977	9,620,000	37%
1978	8,900,000	35%
1979	8,700,000	33%
1980	9,190,000	33%
1981	9,780,000	32%
1982	9,015,000	28%
1983	8,220,000	26%

SOURCE: N.C.A.A.

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